

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



LINES ON THE LEND-LEASE BILL

Reporters swarm about members of the House Foreign Affairs Committee during the hearing on the lend-lease bill.

Acme

25 Cents

FEBRUARY, 1941

# THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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## AT DEADLINE

By R. L. P.

**Y**OU never know, when you put an issue of a magazine to bed and it thereafter spreads far and wide into the hands of readers, just what is going to attract the most attention in that issue. Perhaps the center spread, perhaps some little note, some bit of filler, a letter to the editor—but something.

Judging from the interest of readers, the letter from Julian Capers, Jr., of Longview, Texas, which appeared in this department in the January QUILL, was one of the highlights of the issue. The letter was written to comment on the article by Dr. Norman C. Meier, "Public Opinion Polls and the 1940 Campaign," which appeared in the December issue.

Mr. Capers objected to the opening paragraph of the article which said:

"In a democracy where public opinion theoretically guides the nation, legislators are expected to know the wishes of constituents and be guided thereby. As a matter of practical necessity, however, congressmen find it humanly impossible to know what even a tiny fraction of their district thinks and hence end up by using their own best judgment."

To which Mr. Capers said:

"Using their own best judgment is exactly what Congressmen are expected and supposed to do. . . . We are a representative democracy, rather than a pure democracy which failed as a workable form of government in Athens more than 2,000 years ago, and has been failing in Russia since shortly after World War No. 1. . . . The inherent dangers of mob rule, through legislators who would be nothing but glorified messenger boys, rather than statesmen who 'used their best judgment,' were apparent to those who created our Congress."

**W**E want to bring you Dr. Meier's reply to Mr. Capers' letter. It follows in full:

## TO THE EDITOR:

The letter of Mr. Capers in the January QUILL giving his view of representative democracy, raises a question on which I wish to comment briefly.

I am aware of the interpretation he presents, but I am not aware that either political scientists or Congressmen are agreed upon it as the only interpretation or necessarily the best. Certainly our Amendments to the Constitution stand as a frank recognition that new conditions require some change from time to time.

No one has urged that polls replace

[Concluded on page 19]

# What IS Freedom of the Press?



W. G. Vorpe

**D**URING the past eight years there has appeared in the newspapers and over the air much writing and more talk about the freedom of the press.

This seemingly endless and often tiresome discussion started when the NRA came into being by a presidential decree. At that time many otherwise intelligent publishers and editors raised the cry that the much vaunted freedom of the press was menaced. Time and wiser counsels soon proved that these prophets of disaster were wrong. But ever since that time there has been an unlimited debate on the subject.

Much of what has been written or spoken is in my opinion so much bunk. Few of those who expressed themselves on the theme seemed to know the real meaning of a free press and so many differing slants were taken of the subject that one cannot blame the man on the street, who knows little or nothing of newspaper making, for inquiring as to the cause of all the shouting.

**R**ECENTLY the discussion of this always warm subject has reached a stage of high temperature, largely due to the results of the late election when many important newspapers saw fit to give editorial support to Wendell Willkie. Harold L. Ickes, of the White House official family, started the fever rising when he delivered a broadside attack on the press, saying in effect that the press was no longer free, that it was dominated by desire for profits rather than for public weal and, lacking confidence of the public, did not properly represent a very large element of its reader clientele.

To Mr. Ickes the sound of his own voice has always been the sweetest music and he delights in speeches that will make people stop, look and listen. But he is

## *Real Significance of the Phrase Held Lost Amid the Tumult and Shouting*

By W. G. VORPE

Sunday and Feature Editor,  
the Cleveland (O.) Plain-Dealer

also a man of keen brain and unusual intelligence. Hence he must have known that the very reasons he gave for his attack disproved his case. But unfortunately there are always a number of stooges who, trying to get some share of the spotlight, will rush forward to shout "me too" and, more unfortunately, there are many others who, minus opinions of their own, will swallow whole any statement issued by an official of the government.

Mr. Ickes based his entire attack on the fact that many newspapers had supported the opponent of President Roosevelt. If they had supported his boss would he have felt that the press was no longer free? Is it an indication that the press is no longer free when it sees fit to withdraw its editorial support from the man at the head of the government when he seeks to prolong his stay in that position? Is it an indication that the press is no longer free when a newspaper sees fit to break long established traditions and leap over party lines? If so, then throughout the history of this nation there have been many times when the press was not free. One need only to peruse the history books to learn that.

**I**N my opinion the performance of the newspapers in the national campaign of

1940, the most exciting in a quarter of a century, was a thorough demonstration of the freedom of the press. It proved that the press of this country had finally thrown off partisan shackles which for over a century had sapped their strength and weakened their influence.

When important newspapers of this country leaped over barriers that had held them in party bondage for years they exhibited the courage of conviction. These newspapers, many of which had ardently supported President Roosevelt through two campaigns, withdrew that support because they objected to a third term which savored too much of dictatorship; because they disagreed with certain of the domestic policies of the administration; because they realized the president by insistence on some of these policies had lost the confidence of a great many leaders in business and industry, and because they believed that only with united confidence in the administrative leaders could we go ahead in the battle to save democracy.

Practically all of these newspapers that opposed the third term for President Roosevelt vigorously supported his foreign policy before and during the campaign and are today among his most ardent supporters in all these policies that affect the United States in its foreign

**A**T a time when there is steadily growing concern as to the future of freedom of the press in this country, this plain-speaking, down-to-earth discussion deserves wide reading and thoughtful consideration.

The publication of the article comes within a few weeks of appearing on the fortieth anniversary of W. G. Vorpe's association with the Cleveland Plain-Dealer, of which he is Sunday and Feature Editor. It was on April 1, 1901, that he walked into the P. D. office and reported for work. It happened to be the evening of the day when Tom Johnson was first elected mayor of Cleveland. Most of the staff was out celebrating the occasion and Mr. Vorpe was told to report the next morning.

The next day he began work as a general assignment reporter. Subsequently he became telegraph and then night editor. He became Sunday and Feature Editor in 1917 and has held that important post since. Despite its demands, he has found time to prepare articles for The Quill, Editor & Publisher and other publications, to speak before many groups and to conduct a widely followed Sunday column, "As the Parade Passes By."



relations. Furthermore, these same newspapers, confining their opinions to editorial expression, gave in their columns an absolutely fair report of campaign activities and freely opened these columns to a discussion of the issues, playing no favorites. And just as freely they gave many columns of space (which represent money) to carry to the people all the important speeches of contending candidates and their lieutenants. Party committees had to pay to get these same speeches out over the air by radio.

**AS** for the "desire for profit" charge, it is the silliest of all. Instead of believing they might increase profits, which, with rapidly increasing costs of operation, have in all cases been greatly lowered, the publishers and editors who adopted an anti-third term editorial policy realized they might be losers financially by the stand.

They knew full well the great popularity of President Roosevelt. Most of them thought he had at least a two to one chance of re-election. They knew that the war in Europe had convinced many that it would be dangerous to "swap horses in the middle of a stream." They knew the false but mob-appealing cry would be raised that the monied interests were behind all opposition. They knew that well-known labor leaders and many of their followers would back the President and they were fully aware that the great mass of people on direct or indirect relief would be in the Roosevelt corner on election day. They knew that the various national polls indicated a Roosevelt victory.

It was much easier to stay on the band wagon but they followed the course that their thought and conscience dictated, giving no heed to other considerations.

To those who think the profit motive is the greater influence in newspaper operations I would like to offer the testimony of one who certainly is not prejudiced in favor of the press, Prof. Edward L. Thorndike of Columbia University. Prof. Thorndike has just completed an exhaustive survey of newspaper life in various communities. In summing up his findings he says:

"It is common to speak of the newspapers of today as purely commercial enterprises managed with an eye singly to profits, which are to be got from advertising, which is to be got by circulation, which is to be got by entertainment for the masses, which is to be got by avoiding all intellectual difficulties and appealing to common passion and prejudices. The facts of the counts suggest that for most of the press of the United States, this is slander."

As for the charge that these newspapers by such decisions of editorial policy did not truly represent their readers it can be pointed out that 22,000,000 votes against a third term, a larger vote than ever given a losing presidential candidate, would seem to make that charge false. Today these same important newspapers (and they were many), accepting the mandate of the voters, are more vigorously sup-

porting President Roosevelt in his battle to save democracy by aid to Britain than the newspapers which backed him in his recent race for a third term.

**I**F all this indicates a menace to freedom of the press or the lack of that freedom my idea of the expression must be cockeyed.

Norman Chandler, editor of the *Los Angeles Times*, said in a recent article that "the public has forgotten the real significance of a free press." I think this is hardly a fair statement. It is true, however, that most of the public has a wrong conception of this freedom. There are those who think "freedom of the press" gives to the newspapers and all other publications of information or opinion the right to print what the editor pleases, attack any and all as he sees fit, at the same time opening the newspaper columns for the free distribution of what its readers may want to get off their minds, regardless of consequences to the editor, the newspaper or its owners. Needless to say no successful editor or publisher has ever given it such an interpretation.

Freedom of the press does not make editors or publishers immune from the laws, local, state or national, that apply to other citizens. It does not accord to them the privilege of attacking persons or groups of persons without just reason and facts on which to base such attacks but it does give them the right to criticize public officials, high or low, for acts of commission or omission, to denounce and oppose any movements by persons or groups which the editor believes are detrimental to public welfare, to expose evils and crime, to support or oppose candidates or causes as the editor may deem it best for his community or the nation at large.

In short, freedom of the press is the right of any editor, writer or publisher, any newspaper, magazine or pamphlet to express an opinion whether it be endorsement, denunciation, praise, criticism or suggestion, so long as these expressions are not treasonable. If in such editorial or news expressions persons are unjustly accused or made the object of scorn by false charges they are protected by laws of libel that were put on the statute books to curb all such attacks.

When John Peter Zenger in 1735 was thrown into jail because he had dared to attack some acts of the royal governor, Cosby, and was acquitted by a jury that heard the great lawyer, Andrew Hamilton, defend him so eloquently, the freedom of the press was endorsed by law.

When the bill of rights amendment to the Constitution of the United States, put into effect in 1791, declared that "Congress shall make no law abridging the freedom of the press" it became a part of our national structure.

When Thomas Cooper in 1799 paid with a jail sentence for his printed attack on President Adams' nefarious sedition act he aroused public sentiment to ring the death knell of that law and guarantee

the freedom of the press from government molestation.

**I**N times of war there has always been restriction on the freedom of the press in this country, and if we go to war again there may be restrictions but there has never been any determined effort on the part of government to curb the freedom of the press and, in my opinion, never will be as long as we have a democratic form of government.

There have been some publishers and editors (and there may be a few now) who interpret certain of the New Deal legislation as a menace to freedom of the press. The majority of newspaper makers see no such menace. From time to time there have arisen men, all with selfish purposes, who wanted by law to curb the freedom of the press but they never got very far from first base. And they never got visible administration support for their activities.

I fear that most of those who have in recent months become so suddenly interested in the freedom of the press have an ulterior motive. I believe they are more interested in a controlled press than a free one. They prefer a press that gives unanimous support to their views whether right or wrong. A press cannot be free that allows any group to dictate its editorial policies and an editor is violating his right to freedom of the press who permits his better judgment to be swayed by pressure of any sort that he believes is favorable to a few at the expense of the many. In this respect I think the newspapers of today are better than they have ever been in history.

Grove Patterson, editor of the *Toledo Blade*, well expressed this view in a speech he made to the publishers at White Sulphur Springs last October. He said:

"Now I do not mean to tell you that all American newspapermen are saints, or that you cannot find instances where news is played up or played down or colored to suit an individual interest. But I do say to you that American publishers, by and large, are infinitely watchful of the precious integrity of their news columns."

To those critics of newspapers who say they are not truthful I would ask with William Allen White, "What is truth?" Mr. White, whose integrity as a newspaper editor can never be in question, replies to his own query in these words:

"No one knows, and when any government of men or any set of men attempts to tell any one what is truth his attempt is bound to be tyranny. It can be nothing else."

**N**EWs as it appears in the newspapers can only be a selection of the many facts that come to editorial desks from many sources. Newspapers try to be accurate in their columns but accuracy is often not the truth. In a day when propaganda stalks across a world and the censors' pencils are busy no finite mind of an editor can possibly tell what may be the

[Continued on page 9]

**T**HE biggest kick I get out of my job as news editor for the Forest Lake (Minn.) weekly *Times* is the writing of a gossip-miscellany column which adorns a two-column by ten-inch space in the upper left-hand corner of the front page.

Our readers get a kick out of it, too, and over a period of four years, this column has developed a tremendous following.

Some Thursdays I have difficulty walking the three-block length of the business district of our village (population 1121), without being stopped and button-holed by a dozen readers who want to know whether the blond I mentioned was Carol Carlson or Susie Smith.

Or perhaps they have a good one to tell me about the druggist at a party last night, or about the local hotel's well-known cat named Hitler who has surprised everyone by becoming a mother.

**S**UCH a column is a phenomenon which could exist only in a small town, where practically everybody knows practically everybody else, and the fact that Ethel Hockett at the hamburger shop accepts a ten-dollar merchandise credit voucher in payment of a meal check is just about the funniest thing you can imagine.

I think any country editor who doesn't write a so-called "column" is depriving his readers of half their paper and himself of a great source of reader interest and good will. It's as much a natural to the small-town newspaper as are the country correspondence and the "locals," and a thousand times more fun to read and to write.

Your town right now is probably dripping with choice bits, items that aren't big enough for formal news stories, but that are too good to miss printing.

There was the story of the local man (forever nameless) who stopped to offer a ride to three comely gals in shorts and then discovered that one of them was his own daughter!

And there was the tale of the swain (about 50) who trudged five miles through snow-drifted roads with five gallons of kerosene, to save the lives of 200 shivering baby chicks, owned by his lady friend, a widow.

And the one about the local couple who found a mouse in their bed a month after their marriage, and suspected pranksters.

**D**ON'T worry about material! If you're on the alert, you'll find your townsfolk doing enough cock-eyed things every week to fill five or ten such columns.

It's no secret, of course, that rural readers are just crazy to see their names in print, even though the story is insignificant, or exaggerated, or even in the nature of a slight razzing. One local waitress feels very much neglected if she doesn't break into my column every other week.

You must not, however, get into the rut of chronicling the weekly antics of a handful of persons. Get as many of the lesser lights into print each week as you

## *It's Great Fun Being*

# A Winchell of the Wayside

By EARL M. LELLMAN

possibly can—housewives, farmers, laborers, and especially newcomers to town.

Gossip of the mild variety is fun for everybody, but should not be overdone. Three or four times a week should satisfy the public's appetite, and leave you considerable room for the miscellaneous small talk which is your field.

Each winter I start a controversy as to just who is the town's checker champion and the best whist team. The upshot of this is usually a tournament in late winter to settle the matter.

Last winter, someone climbed our 120-foot water tower and tied a Christmas

tree there. I received mysterious notes from the climber, but to this day I have no idea who it was. The episode provided much amusement in my column, especially when the tree was mysteriously removed one night and placed on my doorstep with another note.

**K**IDDING about yourself, your own stupidity in solving such mysteries and so forth, will make a lot of readers happy. It's the Jack Benny technique, in which you play straight man for the public.

You will find yourself performing good deeds with Boy Scout regularity, and the public will come to rely on your column for such help. Just the other day a woman asked me to help locate an overcoat which she had unknowingly exchanged with someone at a large gathering. I did, and this week I'm privileged to tell my anxious public that it was Mrs. Swanson of Stacy who had Mrs. Johnson's coat and that the trade-back has been made.

Our local Boy Scout troop decided to put on a cross-country ski derby. That was my cue for an item suggesting that merchants contribute prizes for this unique affair. The result: hamburgers for the whole group, a fielder's glove, four sundaes and two theater passes. The merchants' reward was an item of thanks the following week.

The Sportsmen's Club needed food for its fish-rearing ponds and decided that a dead horse would be just the thing. So I started my campaign to corral a dead or dying nag. It took three weeks, but a horse finally died and the bass were saved.

My lobbying for local hobbyists has brought rocks, odd-shaped bottles, shells, keys, match books, dolls and arrowheads.

I have got donations for a kite tournament and the annual employees' picnic; bats, balls and suits for the junior ball team; an old rug for the archery club's use; furnishings for the old barn used by a boys' club. An appeal for the skating rink fund brought almost \$100 from readers as far away as California.

**B**UILDING good will is one of the chief values of your column, and consistent advertisers are always deserving of an occasional plug. Moreover, a good column with a large, eager following may eventually become a strong factor in selling advertising.

A grocer gets a carload of apples, so you sit down and figure, on the basis of one box, the total number of apples he has for sale. And if you're in a quippant mood, you'll figure the number of days that many apples will keep away the doctor from local homes.

The chiropractor, who runs a weekly professional card, stops you on the street to tell you about the patient who has made a special trip here from northern Canada for treatments. That's an item. If he doesn't run a professional card, this is a good moment to bring out the old sales talk.

New awnings, coats of paint, new signs,  
[Concluded on page 14]



Earl M. Lellman

Mr. Lellman, who details the delights of being a columnist on a country weekly, is a graduate of the University of Minnesota. He will complete four years with the Forest Lake (Minn.) *Times* next April and during that period has done at one time or another practically everything connected with a weekly paper.



**W**HAT sort of an opportunity do the business papers of the country offer young men in journalism?

First is the matter of the field itself. In number of publications, it is a large one.

Ayer's Newspaper and Periodical Directory lists in the neighborhood of 2,000 magazines that can be classified as business papers. In addition, it lists some 200 magazines of larger circulation devoted to agriculture in its various phases. These must, from the standpoint of the college student interested in journalism, also be classified as business papers.

In subject matter, and the kinds of people they are trying to reach, these magazines are as diverse as pebbles on a beach. Looking into the lists of trade, technical and class publications in Ayer's Directory, we find everything from the *Bakers Review* and the *Venetian Blind Dealer* to the *Brick and Clay Record* and the *Railway Electrical Engineer*, and from the *National Counterfeit Detector* and the *Harness World* to the *Air Conditioning and Refrigeration News* and the *National Underwriter*.

In other words, their content is as diverse as American business and professional activity. It is almost impossible to name any field of business or professional effort which does not have a business paper serving its interests. If you find such a field unrepresented, it is probably dying and its business papers have preceded its demise, or it is a brand new field, with magazines so new that their names haven't yet found their way into standard lists of publications.

**B**EFORE we go any further, let's clarify with a definition. I'd like here to give another knockout punch to the hard-dying designation of "trade journals" as applied to all the papers of the sort that I have been talking about.

Trade journals are papers devoted to buying and selling—to trade. They are often referred to as "merchandising papers." They comprise one important section of the business-paper field. Even the term "business paper" is not perfectly descriptive, but it is the best that we have to date. And it is usually used to refer to any publication primarily devoted to the bread-and-butter interests of the reader—that is, to helping him in his trade, business or profession. Naturally, such magazines as the *New Yorker*, *Look*, *Cosmopolitan*, *Collier's* and *Saturday Evening Post* do not classify as business papers.

While these magazines are diverse in the ways that I have indicated they have several things in common. One of these involves the way in which the business paper looks at its readers, and the way in which the readers look at their business paper.

The editor of a well-edited business paper edits his magazine with a typical reader constantly in mind. That typical reader may be an actual reader of the publication whom the editor considers typical, or it may be a composite, fictitious reader. In either case it is a very real proposition for the editor.

## Though Not So Easy to Crack, Bright Breaking Into America's Business Paper Field

By RICHARD W. BECKMAN

I know one editor who employs an actual reader as a help to him in his creative editing. The editor has known this man ever since he began as a young associate editor on the magazine which he now edits. He makes it a point to visit this reader at least once a year in his home city some 200 miles from the headquarters of the magazine. He talks with him, finds out what problems about his job are bothering him, how those problems are changing. Sometimes, of course, he sees this reader at conventions of the associations in the field of the magazine.

The reader, in turn, has a feeling of kinship with the business paper that serves his field. The business paper caters not to the reader's desire to be entertained, to be informed about the world's happenings in a broad way. It does cater to the reader's needs in his own business, from the time he arrives on the job in the morning until he leaves the job at night. In it he expects to find things that will help him solve his job problems, improve his methods, warn him of changes that will affect his methods. To use a dangerous generalization, the business paper is often referred to as the Bible of its own industry or business.

**W**HAT does that mean to the young man in college who is pointed toward a

journalistic career? Here is where the challenging part of the business paper field comes in. This is the point at which the prospect must decide whether he is prepared to get down on the ground, give up his hazy ideas about being a foreign correspondent, and make a few concessions in order to get a solid start in the business paper field.

Every business paper has one big problem in hiring recruits for its staff. That is, should it choose young men actively engaged in the business or professional field which it serves who can express themselves and who indicate a liking for business paper work, or should it pick young journalists who profess to know something about that business or profession?

Now, if you're a journalist you immediately say: "Pick the journalist. He knows how to write and as a good reporter he can easily and quickly master the subject matter handled in the magazine." But the matter isn't as simple as all that—at least the business paper editor doesn't think it is, and he's doing the hiring.

The matter then stacks up about like this: While in college you major in journalism and some other field of business or the professions. After graduation, you get a job in a business connected with

**O**F the many fields of journalistic endeavor open to journalism school graduates, we have a feeling that too many schools and too many of their graduates have been overlooking the business paper field. It is a rather narrow, specialized field, as Richard W. Beckman points out in the accompanying article, but one that rewards the man fitted for its particular needs and requirements.

Mr. Beckman attended Grinnell College for two years, followed by four years at Iowa State College, from which latter school he received a degree in civil engineering in 1925. Although enrolled in engineering, he was active in campus journalism, serving as sports editor of the *Iowa State Student* and editor and general manager of the *Iowa Engineer*, student technical magazine. A summer in England was followed by a year as city hall reporter for the *Des Moines Register*.

He combined engineering and journalism in 1926 when he joined the staff of *Railway Age* in Chicago. Remaining there until 1931, he then joined the staff of the Department of Technical Journalism at Iowa State, where he is an associate professor. His survey of the business paper field was a part of the vocational revue presented at the Des Moines convention of Sigma Delta Chi.

## Careers May Be Built by Trained Men

that field. While you are on that job you constantly study the magazines that serve your business, you take advantage of every opportunity to contact staff members of those magazines, both in person and as a news or article contributor. After two to five years of that practical experience you begin to campaign actively for a job on one of those magazines.

That is probably the biography of the ideal candidate for a job on a business paper.

In addition, the ideal candidate should be a man who made a mark scholastically while in college, not only in his journalism courses, but in his other work as well. There is very little room in the business press for the man who considered his non-journalistic courses as an unavoidable nuisance. For the more technical publications the ideal candidate probably served as editor or staff member of one of his college technical magazines, and perhaps he took more technical courses and fewer journalism courses.

There I've pictured the approach that is likely to provide not only a job on a business paper, but also a stable future on a business paper rather than merely a job.

The point I'm trying to make is that for respected standing in the business paper field the staff member must have more than merely a knowledge of journalistic techniques. He must place himself in a position to attain a standing not only as a member of the staff of his magazine, but also as a member of the industry which is served by his magazine. The extent to which a young man can acquire that standing without practical experience in that industry will vary with the particular publication which hires him. There are some publications in which a year's experience on the magazine's staff might place you in a position to meet its readers in their own backyards. And there are other publications in which ten years of practical experience might not be too much.

**T**HERE is a place for the young journalism graduate, just out of college, with perhaps no newspaper experience, or maybe one or two years of it. The larger technical magazines, and the weekly magazines in particular, have work for men who are journalists rather than technical experts.

That work is in the handling of news, editing of copy, preparation of photographs, make-up, and the keeping of records of production and other costs. But those men tend to stay in those jobs as the years roll along. Their work tends to be narrowed down to the production side of the publication, while their staff colleagues who are experts in their fields draw the choice writing assignments that take them out away from the office.

I know a young man, just two years out of college, who just last summer resigned from his job on a large technical

magazine because he felt that he was heading toward a blind alley. He had gotten along well. He had had two raises, he was responsible for make-up of two-thirds of the magazine, he was picture editor, he was assistant news editor, he was in charge of records of cost of production of the magazine. But he was against a stone wall. He couldn't break into the category of the associate editors—the highway editor, the bridge editor, the water supply editor, and so on, without practical experience in one of those fields, in spite of a degree in civil engineering.

So he resigned and is now working as an assignment engineer for a company that builds bridges and other steel structures. And he intends to take another crack at the business paper field after about two or three years.

There is one large difference between working on the average daily newspaper and the average business paper. While the newspaper offers a greater variety of subject matter, it generally requires, particularly on large city dailies, a high degree of specialization in function. There, one is a reporter, or a copy desk man, or a columnist, or an editorial writer. There is not a great deal of opportunity to exercise more than one function.

The more limited scope of subject matter on a given business paper has its compensation in an amazing variety of editorial function. It is not at all uncommon in the course of a few years for a member of the editorial staff on a substantial business paper to act as reporter, rewrite man, make-up man, head writer, editorial writer, photographer, feature article writer, committee chairman and speech maker. He will probably exercise several of those functions simultaneously throughout his career on that paper. And the smaller the business paper, the more of those functions he will exercise at the same time.

**W**ORK on a business paper can be just as challenging as an editorial job on a weekly or daily newspaper. And in fact it can be just as exciting as you want to make it. It is equally as tough a job to wheedle an important announcement out of a company executive who may want to hold it for a few days or not make it at all, as it is to wrangle an interview from a local personality who has just been sued for divorce—and a lot more satisfying in the end. If you want further proof of the challenging nature of business paper work, try this job:

Persuade a \$25,000 a year executive to spend the equivalent of a half day writing a feature article about an experience his company has had that you feel may be of value to your magazine. The fee that you can offer him is perhaps \$25, and the fact that the writing of the article would be good for the industry.

There is plenty of activity to engage the ingenuity of the young man on business papers. If you think of the business



Richard W. Beckman

paper as a dull, lifeless mass of column after column of cold type thrown into the printer's forms by the scoop-shovel method, then you haven't examined any business papers recently.

The more wide-awake business papers these days are as quick to avail themselves of new ideas for typography, make-up, photography, kind of writing, creative editing, services to readers, as any of the general magazines or newspapers. The story of the successful establishment of *Business Week* some 15 years ago ranks with the conception of *PM* as far as the development of new ideas in publishing is concerned.

There is nothing static about the business paper field. The business paper of the future will probably be entirely different from anything we know today. Color is coming in. New printing and engraving processes may change the business paper's appearance. There has been a shift already in the traditional idea of the "feature article" as we have known it. Articles have been shortened. Whole feature stories are being told solely by means of photographs and relatively brief legends, replacing a thousand words or so of article.

But while the format of the business paper may be changing, there is no indication that there is any particular diminution in the activity of the business paper or any particular shifting in the reader's need for it. It provides a type of information that up to date he has not been able to obtain in any other way. Radio cannot give him that information, or at least it hasn't, television has not given it to him, and neither has facsimile. So the future of the business paper in its present general form seems secure for a while.

**N**OW, let's sum up briefly, adding a few facts that may have been left out:

The business paper field offers a future for journalism graduates provided that

[Concluded on page 14]



## Maybe We're a Bit Old-Fashioned, But in the Journalistic

**A**FTER watching a great many of today's newspapers in action, I'm inclined to believe I may be a little bit old-fashioned in my conception of the newspaper's job.

Of course, the primary job is to tell the story.

But that isn't the whole job, just printing a good *NEWSPAPER*. At least, I don't think so.

Almost as important, and maybe equally as important as the basic responsibility of furnishing the news, is the job of community service.

At any rate, that is the conception we have of our task on the *Temple Daily Telegram*. And I'll try to tell you why.

**T**O begin with: the *Telegram* is a seven-day morning newspaper in a typical American small city, serving a rather large and diversified territory in the heart of Texas.

The city is like many small cities you know . . . and like many large ones, if you change the scale. That is, its problems are average to the American scene. Its people are not problem people nor people without their full share of community problems.

But they're our people, our family, and our conception of our responsibility to them is that we're morally bound to look after their interests . . . going beyond the limits of actual newspaper publishing to do so.

We don't claim any superiority over other newspapers. Many of the things we do others have done before us. But on our program of community service we do pitch our claim to the loyalty of our family of readers.

**T**HE newspaper is peculiarly fitted for community service. In the first place, it has a continuity of purpose and direction which the other agencies serving the community, such as the city government itself, the chambers of commerce and other groups, do not have. In the second place, it has the most useful of all tools for creating public service . . . the newspaper itself.

Committees may come and committees may go, and as they come and go, the fever of civic enterprises rises and falls. On the contrary, the newspaper is in business; it stays on the job. If it wants to, it can do almost anything within the realm of reason.

My opinion is that the torch of leadership falls, by the very nature of things, into the newspaper's hands. The newspaper either can use it or cast it aside. But it can't pass it on to somebody else.

On the *Telegram* we have tried to take the long view on public developments and specific enterprises of progress and improvement. That is, we have worked at them from a state-wide point of view, with a particular eye to their eventual success and service in the years far ahead.

Although our audience is limited to a block of territory in Central Texas, we

# 'S' Always Stands For Service!

By **WALTER R. HUMPHREY**

Editor, the *Temple (Texas) Telegram*

have maintained an editorial position which has contemplated the entire state of Texas as our sphere of concern.

**O**UR espousal energetically of a program of soil conservation which resulted in a concentration in Temple of activities devoted to that work, began before the federal government entered into conservation work so heavily.

That activity and our work on behalf of the program of the Brazos River Conservation and Reclamation District (on the largest stream in Texas and the first case where the entire watershed of a major river was to be placed under control) won the *Telegram* wide recognition.

Both involved a large degree of educational work, through news and editorial columns principally, but also by direct personal contact and by soliciting the promotional cooperation of a large number of other newspapers whose localities also were interested in the programs being pushed by us.

The fact that we took the leadership, did the research, and provided the mate-

rial for these papers to use, made the cooperative venture profitable all the way around.

Out of these two stories, we made hundreds of columns of good, readable copy. We actually created the news in our desire to render a long-range territorial service of lasting value.

But we haven't at any time tried to push these projects along as *Telegram* projects, although in most instances they were.

**T**HERE would be little point in mentioning any more of the countless projects and enterprises which owe their existence to the work done and the support given by our newspaper.

But I would like to mention a few of the strictly community service projects of our own . . . newspaper enterprises conceived, staged and maintained entirely by the *Telegram*. It is on the basis of these, largely, I am sure, that the *Telegram* received its distinction in the community service contest of the National Editorial Association.

**W**HEN you want an article on some specific subject, there's nothing like going to an expert to get it. So, for a discussion of newspapers and community service, it was only natural to turn to the editor of the *Temple (Texas) Telegram* since it was that paper which received the National Editorial Association's 1940 award for first place in the community service contest for dailies.

The *Telegram* also has won numerous other awards including first place for general excellence for all papers above 3,500 circulation at the Texas State Fair in 1934 and 1935. (No contest was held in 1936 and 1937.) When the contest was expanded to a Southwestern competition in 1938 the *Telegram* again won first place, repeating in 1939.

The *Telegram* also has won the general excellence contests of the North and East Texas Press Associations for two years and in 1940 won the E. J. Kiest Trophy for best local column and several additional recognitions.

Both Walter R. Humphrey, editor, and Frank W. Mayborn, publisher, are graduates of the University of Colorado. Both are members of Sigma Delta Chi, professional journalistic fraternity, as are five other members of the staff. Humphrey is past national president of the organization. Both editor and publisher have been and are playing active parts in journalistic and civic organizations.



## Alphabet We Use—

Here are several of the group:

The Central Texas Pioneers Club, composed of men and women who have lived in Central Texas 50 years or more. This organization is now nine years old, has 2,500 members. The *Telegram* issues them membership certificates, stages an annual reunion in their honor, and publishes an edition in tribute to them. There is no cost to the old-timers.

The Central Texas Handicraft Exposition, now in its 10th year. This show was launched by the *Telegram* to stimulate interest among boys and girls in all types of handicraft work. It is held two days each fall, is open to all children of grade school and high school age in Central Texas. The *Telegram* presents college scholarships, cups, plaques, cash and other prizes to the winners. As many as 3,000 articles have been exhibited. All promotion is through the columns of the *Telegram*.

Central Texas Youth Festival, staged for one full week, the first time last fall. The *Telegram* staged the event, assigning different major events to clubs and other organizations. The Handicraft Exposition was made part of the program. Boy Scout Circus, Future Farmers Fair, 4-H Club Boys and Girls Show, Talent contest, parade, band concerts, playground contests, musical competitions, and educational tours (to see railroad engines, airplanes, factories) were the principal attractions.

All Christmas charity in Temple is handled by the *Telegram*, with a member of its news staff, as Santa Pal Editor, directing and handling the program. The *Telegram* collects no cash contributions but assembles its army of Christmas givers and assigns them specific people to look after in their own way.

A county spelling bee for elementary schools, free boys' and girls' swimming schools, almost all the known types of athletic tournaments and competitions, and other smaller seasonal enterprises.

**L**AST fall the *Telegram* ran a full-page ad on community service carrying this message: "Community service is the badge by which a newspaper justifies its entrance into your home."

The obligation of community service is a serious obligation to the staff and the proprietors of the *Telegram*. The *Telegram* never has pulled its punches in pursuit of this obligation, has never pinched in efforts or intentions in pursuit of this goal.

It costs money to serve one's community. It takes more than white space to do the job properly.

But I think it's worth while. It is not an unpleasant duty, at all.

Such enterprises tie a newspaper and its staff in very closely with their readers and their community. Many newspapers speak of their readers as their "family." These things make that family connection real!

The newspaper, if it's any sort of a

THE QUILL for February, 1941



These two gentlemen with their heads together are, left to right, Walter R. Humphrey, editor, and Frank W. Mayborn, publisher, of the Temple (Texas) *Telegram*. They're probably cooking up some new idea of community service that will bring further honors to their paper in that field.

newspaper at all, is looked to by its community for leadership as well as light, for entertainment and service as well as for war bulletins.

Other agencies ought to do the things our newspaper is doing? Maybe so. But I don't believe it. Whether we get paid for it or ignored for it doesn't matter.

Here on the *Telegram*, community service is part of our formula. We're going to keep it there because we want to publish the kind of a newspaper our people will look to and count on.

That kind of a newspaper ought to have a place in the confidence of its people . . . and in the hearts of its people!

## What Is Freedom of the Press?

[Continued from page 4]

real truth unless he sees the news action with his own eyes. But if the truth is there the editors will give it to their readers. They couldn't long hide it if they wanted to do so.

Any newspaper worthy of the name is always wrong with part of the people part of the time. It is always right with part of the people part of the time. It is never either right or wrong with all the people all the time. If it were it wouldn't be any good.

The newspaper is always wrong with a crook when it exposes him. It is always wrong with a shifty officeholder or a trick politician when it turns the spotlight on his activities. It is wrong with any and all officials, national, state or local, when it differs with them on policies. It is wrong with the capitalist when it criticizes his manipulations of finance. It is wrong with labor leaders when it has occasion to tell them they are headed in the wrong direction. But in each and all of these cases it is probably right to all of the honest, industrious citizens who want to be let alone to earn a living and

enjoy life without interference by racketeers.

The newspaper is always wrong to the person who doesn't like something he sees in it. It is right to the same person when it says a nice word about him or his relatives. It is wrong to the persons who want free publicity for their activities because they enjoy seeing their names in print. It is absolutely right when the publicity is given. It is wrong to the advertiser who thinks his ad is the only important thing in the paper and should have had better position. It is wrong to the reader who thinks newspapers should not clutter up their columns with advertising. It is wrong with any and all people on whose toes it happens to step, but it is right with these same people when it steps on the other fellow's.

**F**ORTUNATELY for the editors, the complainants are never at any time in the majority and the man who hurls the brickbat one day is apt to be back a few days later with a nice bouquet. The

[Concluded on page 14]



Jimmie Young, star International News Service Far Eastern correspondent, after his release from a Japanese jail, still wearing Ambassador Grew's fur-lined coat. The coat was a little large, but welcome!

**N**EWSPAPER husbands on foreign coverage haven't the slightest idea of the details they leave behind when they kiss the wife good-by and go away for a couple of hours, days or weeks!

We wives are supposed to know the bank balance, his club habits, whether he wants his new suit single or double breasted, if there are any installments due on insurance policies, if he listens to the radio, why he is in Sigma Delta Chi, and just where he left his umbrella.

I know, because that is what happened to me at the Imperial Hotel in Tokyo when Jimmie was kidnaped by the police for violation of article 99 of the Army penal code (writing articles unfavorable to the military).

**T**HE cops had Jimmie all settled for the days and nights to follow. They wiped their shoes on my doorstep and demanded admittance to ransack the rooms. After a long consultation with Ambassador Joseph Clark Grew, during which the police hammered on my door, the diplomat said "You will have to let them in."

I was warned by the head Japanese housebreaker, named Kuwahara, that if I did not cut short my conversation, he and his plain-clothes boy-friends would show me how to do it without bowing. They were honorable policemen from headquarters, they tried to inform me.

All were living examples of what the well-dressed man of Japan wears today. Staple fiber navy blue sack suits with dandruff collars—not even a gold badge to flash. The head one had long hair soaked in camellia oil which did not blend with his garlic breath. "We come for news," he told me. Pretending I did not know what he meant, I handed him the morning paper which had the same

effect as throwing a lemon pie in his face.

The second policeman, Tokuda-san, whose clean face reminded me of a West Point cadet, was very polite and quiet. The third came from the thought police squad, and spent all his spare time thinking up questions no one could answer to his satisfaction, such as "Why Mr. Young like pajamas to make sleep in?"

I had to be very careful in all replies, because I knew if my answers did not check with Jimmie's, it would mean another day in that solitary cold basement cell for him.

After the three carried out ten armloads of old typewritten news copy, cables, Christmas cards, magazines including *THE QUILL*, and pictures, the police returned for keeps. I had them five strong every day and night, finding policemen everywhere except in my bed or bath. The two rooms over my head were taken for dictaphone machines. My telephone wire was tapped. A reception committee in the hotel lobby bared its teeth each time I trucked through.

Newspapers were not allowed to publish anything about "The Young incident." The *Japan Advertiser* published a social column note reading "Mr. and Mrs. James R. Young with their son, Pat, will not be able to sail for Kobe on Saturday, as Mr. Young is in Jail."

**N**OT once in the first forty days Jimmie was in jail did I get to see him.

Three official Japanese in formal dress called on me and said, "If you three will accept deportation we can get your husband out of jail." I thought the matter over and answered, "I am sure Jimmie has done no wrong, and I intend to stay right here and fight for him."

We sent notes back and forth. A

## Many Are the Jobs of a Jo Over When Her Hono Juggled in a Ja



Mrs. Young waits to see her "man" at the Japanese penitentiary. The women sitting around her were the wives of Japanese prisoners.

By MARJORIE

thought policeman asked me, "Why you write that word *love* every day, you said that on the first day." I told him it was a good old American custom.

Those 40 days had 21 working hours

**J**UST a year ago in January, *The Quill* carried by Marjorie Young, wife of Jimmie Young International News Service, describing a typhoon in Japan. Just a year ago this month, *The Quill* carried by Jimmie himself, describing how China's economy was suffering in Chungking. That same issue related that Young was in Japanese jail for too factual reporting on conditions in the Japanese prison.

Some months later, we happily were again given a suspended sentence and was returned to Sigma Delta Chi's convention in Des Moines to hear him relate his experiences and observations from the East.

This month we are able to bring you the viewpoint of Mrs. Young—who deserves a place of honor among the folk and others for the way in which she bore a "guest" of the Japanese police. We add this to our list of hitting and for this humorous account of a year in the life of Jimmie or herself!



# f a Journalist's Wife Taking Honorable Husband Is a Japanese Jail!



penitentiary where he was confined for too factual reporting. Keep-  
these prisoners also waiting to see their imprisoned husbands.

## ARJORIE YOUNG

apiece for me. No gilded cage for the  
jailbird correspondent's wife over there.  
I started out to corner the woolen under-  
wear and blanket market. The wool  
supply in Tokyo had been out of the

the Quill carried an unusually interesting article  
about Young, star Far Eastern correspondent for  
tributing a typical day in the life of a journalist's  
this month. The Quill brought you an article from  
China's editors were carrying on in bombed  
ated that Young was still a prisoner in a Japa-  
on conditions in China and Japan.  
ly were able to record that Jimmie had been  
was returning to America. Those who attended  
Des Moines last November had an opportunity  
es and observations in and regarding the Far

ng you the story of his imprisonment from the  
deserves and gets high tribute from newspaper-  
which she battled for Jimmie during his weeks as  
e. We add our tribute, too, both for her pinch-  
count of a not so pleasant experience for either



Mrs. Young and son, Pat, at a Shinto shrine where they had prayed (for the benefit  
of plain-clothes policemen who shadowed them constantly) for a bath for Jimmie.  
But all her efforts went for naught!

stores two years. One woman said to me  
"I am sorry I cannot loan Jimmie my  
husband's red flannels, because he put  
them on last week and will not be able  
to take them off 'til spring."

So that Jimmie could get food, I ar-  
ranged with the police to have it sent in  
from a restaurant owned by the Imperial  
Hotel. In this way I could keep an eye  
on his diet. Meals cost an average of \$2  
(dollars) a day. I also sent my foreign  
correspondent husband a flower for his  
buttonhole every day, which was an easy  
way for me to learn the faces of the  
plain-clothes policemen—for Jimmie was  
seldom allowed to receive flowers (my  
head detective of the day would have it  
in his own buttonhole.)

My room had the appearance of a fruit  
and flower stand. Sympathizers who  
were afraid to come in person, said it  
with flowers. The room reminded me of  
a funeral, or a wedding, but smelt like  
southern Italy in the summertime.

I made it a point to attend all lunch-  
eons of good-will societies, much to the  
embarrassment of the Japanese police.  
Also I sent daily cables to Barry Faris,  
head of the *International News Service*  
in New York, and distributed to Chi-  
nese, Japanese and Manchurian papers,  
the feature articles and comic strips as  
they arrived from John Brogan, Jr., head  
of the foreign sales department for King  
Features Syndicate.

"**B**ATHS are strictly prohibited until  
all questioning is finished," read a state-  
ment translated from the jail book of  
rules. So I went to the Chief of Police.  
He was very kind and asked me to take  
off my coat but I said, "No thank you,  
I am not staying." This was received  
with gales of laughter by the many po-  
licemen who were working in the room.

I said, "I came to find out if my husband  
may please have a bath."

The Chief simply replied, "Mr. Young  
has never asked for a bath." To which  
I answered: "Of course not, for that is  
part of an American wife's job."

I begged him to let Jimmie have a bath  
in the policeman's tub on the roof of the  
police station. The Chief asked, "How  
do you know there is a bath in the po-  
lice station?" I looked him square in the  
eye and said: "Because there are no cur-  
tains on the windows."

After working on the bath situation for  
30 minutes, the Chief asked his inter-  
preter to please find out what Mrs. Young  
really wanted to see him about—and was  
surprised when I answered, "About a  
bath for Jimmie Young now being held  
in Marunouchi police station."

From there I went to an American  
movie (which I had been told contained  
some good bath scenes) for I knew at  
least five policemen would be seeing the  
picture with me, and I was determined  
to make them all bath conscious.

The next morning they trailed me to a  
Shinto shrine, where Pat and I prayed  
out loud (for their benefit) in English  
and Japanese "for a bath for Jimmie."

After all this elaborate campaign, I re-  
ceived a note from Jimmie saying, "Am  
afraid a hot bath will give me a cold, so  
I bathed in French hair tonic."

A wife just can't win!

**F**ROM the jail, located near the Palace,  
Jimmie was taken to the Sugamo Peni-  
tentiary in the suburbs. Through ar-  
rangements made by Russell Durgin, for  
17 years Y. M. C. A. head in Tokyo, and  
the vice-president of the Tokyo bar as-  
sociation we were able to interview chief  
Warden Yachi a few hours after Jimmie's  
arrival.

Warden Yachi is a college graduate and quite a relief from the type I had been struggling with in the police stations. The three of us were invited to remain in the warden's office for lunch which he insisted we eat to the last grain of rice. It was quite a job, for I was full of ceremonial tea poured into me cup by cup, each cup representing a formal call, each call representing a step nearer the warden's office.

Chief Warden Yachi got a hospital bed complete with mattress, sheets, blankets and pillow for honorable husband. This was very much appreciated after a month on a hard floor.

We discussed meals. He showed a desire to learn "what Americans eat" and was amazed to discover his prisoner could eat so much. I was throwing in some extras just in case Jimmie got spinach every day. The warden had never heard of a prisoner wanting milk to drink, or that milk came in bottles—but I let him do the questioning.

By depositing \$25.00 with the head dietitian (college bred) who was sitting with a Japanese adding machine on his knee, I knew Jimmie's meals would be taken care of.

The warden was interested in my red nail polish and had never seen a leather dress (Japanese shoes and luggage are now being made of cloth except for the soldiers on duty). He wanted to know: "Did you pay the duty on the bracelets you are wearing?"

I was the first foreign lady he had ever talked to, outside of female prisoners.

**N**O one could see Jimmie while he was being questioned by the district attorneys in preparation for a criminal court trial.

At the end of eight days I received a telegram in Japanese from the prison reading, "Mr. Young coming out three o'clock."

Greatly excited, I took a laundry box and filled it with a clean shirt, suit, tie, underwear, socks and a razor, not knowing if he had shaved in the last 41 days, hired a special car, telephoned Ambassador Grew and was off alone on my mission.

At the penitentiary I was received by two wardens, both college graduates. They were in full uniform complete with long saber and yards of gold braid. They told me they were sorry for the misunderstanding about my honorable husband's coming-out party, however, the honorable wife could see him. Five wardens went with me for the big scene. They escorted me to an office and warned me on the way not to even shake hands with my own husband.

I sat down, and very soon the door at the opposite end of the room opened and there was Jimmie! He looked like a Chinese baby, with his padded clothes and over all was Ambassador Grew's fur-lined coat. He had bright red cheeks, and a big smile. I just had to laugh, and so did he. We had a half hour's conversation telling stories with double meanings, and I learned a lot, the theme being that after 40 days he still did not know

the reason for being in prison. An interpreter took down notes—goodness knows what for as he could never have caught on to some of our double talk.

Every once in a while a warden would shift his position to take a good look at me, and with his shifting, rattle all the armor he wore. I jumped the first time, but Jimmie seemed to be used to it. He would laugh causing another warden to take a look at him.

I found out later the reason for this scrutiny. No wife had ever been seen to smile at her husband when she saw him in the penitentiary—and we were laughing. Wives always moan, wail and cry as though the man were dead, it was explained. All of which won for me a curiously warm spot in the warden's heart.

**A**FTER that I saw Jimmie almost daily except Sundays. Many times the chief warden would send for me to have a little chat. He explained the penal system, showed me all his stuffed birds, translated inscriptions on his wall pictures, and let me whang the little wooden drum on his desk—much to my surprise—for at one rap I was surrounded with policemen. Warden Yachi told me his penitentiary with three thousand prisoners received a thousand dollars a year from American churches. He believes in religion, and has a Buddhist, a Shinto and a Catholic priest working for him collecting prisoners' reactions to their misdeeds.

The daily interviews with Jimmie were a great help, and I was able to take his office work along just to keep the records straight. Of course every word we said was taken down by the wardens, our good friend Russell Durgin acting as interpreter.

The trial was slated for a certain date but one of our lawyers had a "toothache." The Judge got worried, and told the lawyer he had better have the tooth taken out, as he "Wanted to get that foreigner's trial over with."

Later I learned it was not because of a toothache entirely, but because he got "cold feet" on the case.

Jimmie saw his lawyers for only 15 minutes before his trial.

Russell Durgin and I built up the defense case by consulting with Jimmie about his good deeds of the past—most of which were new to me. Then I spent the afternoons and evenings interviewing people and business organizations for whom the kind acts had resulted in promotions—or better relations with the United States.

**M**OST of the Japanese business people were strangers to me and I never knew whether I would be received with a cold shoulder or a hot cup of tea. It soon got around town that anyone could expect a call from me and that they had better get the water boiling—which they gladly did.

I always wore the same coat and hat on the street so that I was easy to follow. Once I got into a taxi to call se-

cretly on a high-up Government official and changed to a red hat in the taxi. The police lost me for two hours and it was lots of fun to see them running around looking for me.

For three days and nights I kept many of our good American friends busy typing—clipping—and pasting—Jimmie's good deeds on sheets of white paper.

Then I secured a character witness, who is a Yale graduate, a Cornell post-graduate, and a fraternity brother of Jimmie's in Phi Gamma Delta. He could toss the language around in his own native tongue. It was he who finally was able to explain the meaning of "Greek letter" fraternities, as the police were terribly suspicious of these "secret Greek clubs."

I got the bright idea that I should be at the trial, as I wanted to know what they had Jimmie in for, and in case something went wrong. I also asked that Russell Durgin and Bill Turner (Bill is a member of the American Embassy staff) be allowed in, too. I was not taking any chance.

**T**HE criminal court trial was heard in their best court room as a courtesy. The case was stated in Japanese then translated into English, then we adjourned.

We met again in five days when the lawyers in formal court attire spoke their pieces. Then all adjourned. I had to promise the judge that I would not breathe a word of the secret trial, and it was very tempting with a nice cable card in my pocket, but I had seen enough of Japanese jail life the past two months.

We had three lawyers. One had been with the Japanese Olympic team when the games were held in Los Angeles. Another was the vice-president of the Tokyo bar association who worked night and day translating the 1,700-page police case. The third was a present from a wealthy Japanese who wanted better relations between the United States and Japan. He was the top-notch criminal lawyer in Tokyo. He entered our case after the trial had already started.

At the third court meeting, the sentence of six months and parole for three years was given. I followed Jimmie to the penitentiary. Some other friends arrived later, including the lawyers who arranged bail for 100 yen (\$23.00) while the prison officials checked him out. Jimmie met us with an orchid in his hand for me, one he had been growing in his cell, and a yellow carnation in his buttonhole.

We went off in an American Embassy car, waving good-by to the many friends Jimmie had made while behind the bars.

For the next ten days we rested in a mountain resort, taking our three-year-old son, Pat, with us. Incidentally, at three he has crossed the Pacific three times and has a travel record of 37,000 miles.

The lawyers got the bail money returned.

**T**WO weeks later, Jimmie and I made a formal call with cards on the head  
[Concluded on page 14]



# THE WRITE OF WAY

By William A. Rutledge III

## Palmer of Z-D

**T**HE Ziff-Davis Publishing Co., 608 So. Dearborn St., Chicago, Ill., had been dispatching so many checks to a "Raymond Palmer" of a Milwaukee address that the conclusion was reached that he should be placed on the staff. A diminutive boyish-faced fellow answered the summons for a personal appearance. B. G. Davis, editorial director of the firm, placed him in charge of *South Sea Stories*.

This magazine has been suspended, but under Palmer's editorial management *Fantastic Adventures* is in the magazine field and selling so strong that its frequency of issue is about to be increased. *Amazing Stories* has been holding its own with something to spare.

Close contact with contributors and prospective contributors has been a foremost point in the Z-D policy and has yielded high returns in the volume of purchasable material which has made their magazines profitable. Any one with an idea or suggestion or manuscript has always been entitled to a tete-a-tete with the editor, not one of his assistants or secretaries.

**P**ALMER'S method carries this policy much further. He gathers his contributors and would-be contributors about him and they thrash out plots and characters and climaxes until he is able to tell one of them: Write me story and I'll buy it.

These round-table discussions, under Palmer's policy, provide him with a reservoir of manuscripts. When he leans over his cup of coffee, and tells the boys, "Well, I need a 5,000-word story to close up my August issue of *Amazing Stories*," immediately there is a deluge of rough ideas and from there on the story is in the making. When he finds one of those rare items, an author who can regularly turn out the stories that make the maga-

zine sell, Palmer's dictum is, "I'll buy all you can write for me."

Now Palmer doesn't stop there. He resignedly explains that he must rewrite endings and alter climaxes from time to time. And all the time he is handling these magazines, he reminds his employers, "Remember, I was an author first and an editor second."

*Amazing Stories*, where scientific fiction holds forth, is generally well stocked although there is always room for a yarn that hits the bull's-eye. *Fantastic Adventures*, a magazine featuring fantasy and adventure, is a lively market and is likely to be for some time. Fiction of virtually all lengths is welcomed by Palmer and the payment from 1c a word and up.

A study of the magazine is heartily recommended as a means of familiarizing would-be contributors to the style and treatment of fantasy and adventure. Its sales have exceeded all expectations; so it is quite logical for young Palmer to stay in the groove which has proven successful.

Writers within the vicinity of Chicago will find a glad hand at any of his jam sessions, he reports. Palmer's notion is that he is most valuable to the magazines in his charge by dealing as closely as possible with writers—for they are the producers of the bill of goods he places for sale on the newsstands every month.

## Waxing Facetious

L. D. Hotchkiss, managing editor of the *Los Angeles Times*, offers these observations: "Most managing editors are housebroken like myself and know the kidneys can't stand anything stronger than milk; city editors are ambitious young men who can handle eight telephones at a time but only one blond; reporters as a rule sleep eight hours a night, and generally alone since you can't be very wicked on \$50 a week; and as for sob

sisters, I have never found one who could spell and most of them have halitosis. . . . Here are some pitfalls to avoid: Don't get the idea Hecht and MacArthur are the only writers who really understand the newspaper business. The type of journalism represented and depicted by this brilliant pair might be termed the Chicago interlude, which began when Walter Howey saw smoke coming out of a manhole and ended when the pallbearers let go of the box which housed what was left of Jake Lingle. . . . Don't let the cub reporter stop the presses. Presses stop generally for two reasons—when a lead is broken, and when the pressmen go out for lunch. Sometimes the managing editor, fortified by the publisher and a writ of habeas corpus, can slow them down, but for the most part pressmen are determined fellows and their main object in life is getting the edition off so they can have more time to rest. . . . Don't let the cub reporter take the sob sister away from the managing editor. See above for reasons why the managing editor doesn't want the sob sister, and remember most cub reporters are discriminating young fellows.

## Contests

A college undergraduate who wants a job on the editorial staff of the *New Republic* magazine this summer can obtain it by submitting the prize-winning essay in the *New Republic's* annual writing contest, which closes March 14. First prize in the contest is ten weeks' employment in the office of the *New Republic*, June 23 to Aug. 29, 1941, at \$25 a week, plus carfare to and from the winner's home city or his college. Second prize in the contest is \$50. Three other prizes of \$10 each will be awarded. Any manuscript printed, including prize-winning ones, will be paid for at the *New Republic's* regular rates. The judges of the contest will be the editors of the *New Republic*.

Contestants are asked to write a magazine article suitable for publication in the *New Republic*, of not less than 2,000 words or more than 3,000. The manuscripts should deal with some current topic, political, economic, social or literary. Each manuscript must be signed with a pseudonym and accompanied by a sealed envelope containing both the pseudonym and the real name, and the address, college and class of the writer. Manuscripts should be typewritten, double spaced, on one side of the paper only, and addressed to Contest Editor, The *New Republic*, 40 East Forty-ninth Street, New York, N. Y.

The contest closes March 14. Manuscripts must be postmarked on or before that date. Announcement of winners will be made as soon as possible thereafter. The winner will be expected to become a member of The *New Republic* unit of the Book and Magazine Guild for the period of his employment in the office.

★

Dodd, Mead & Co., 432 Fourth Avenue, New York City, in conjunction with *Redbook Magazine*, announces a \$10,000, plus royalties, prize novel competition for 1941. Any American or Canadian author is eligible who has not published more than two novels in book form or serials. Entries are to be between 50,000 and 100,000 words in length. Closing date of the competition is Oct. 1, 1941. Address all manuscripts, requests for entry blanks, full details, etc., to *Redbook Magazine Prize Novel Competition*, 230 Park Avenue, New York, N. Y.

★

A \$1,500 prize competition for the best western novel-serial of 1941 has been announced by Dodd, Mead & Co., publishers of *Silver Star Westerns*, and Street & Smith, publishers of *Western Story Magazine*. The competition is open to any author who has not previously issued a book under the Silver Star imprint. Manuscripts should be submitted as early as possible, since the competition closes July 1, 1941. Manuscripts should be not less than 60,000 words. Manuscripts should be sent either to Street & Smith, 79 Seventh Avenue, New York City, or to Dodd, Mead & Co., 432 Fourth Avenue, New York City, with a letter explaining they are being entered in the competition.

## How Can Weekly Newspapers Get More Advertising?

Every available survey, statement or practical demonstration pointing the way toward increased lineage—foreign, local or classified—is analyzed in *THE AMERICAN PRESS* magazine, the only magazine devoted primarily to the advertising problems of small town newspapers. **Subscription only \$1.00 a year.**

**THE AMERICAN PRESS 225 W. 39th St., New York**

## A Winchell of the Wayside

[Concluded from page 5]

unusual jobs done—all this is good material if you treat it lightly. But you'll have to be always on your toes, because to mention Sam Perkins' new neon this week and to ignore Joe Jenkins' new gold leaf next week is to bring down much unpleasantness upon yourself.

**Y**OU'D be surprised at the number of balls you can start rolling. One time I suggested a sleigh-ride service at so much per head, more on moonlight nights. The next week a farmer ran a classified, advertising that very service.

Through my suggestions in print, an old yell has been revived at the high school, a dilapidated sign over the front of the post office has been removed, the depot has been given a coat of paint.

I have sponsored contests for Homecoming slogans, for a name for the hotel's new dining room, for guessing the 1940 population of the town. I have offered free to early birds such things as tickets to the county fair, kiddies' tickets to twin city ball games and colored pictures of Shirley Temple.

Anything that swells local breasts with pride for the old home town is right down your alley, even though it's a mere mention in a nearby paper.

A favorite *Saturday Evening Post* story writer once lived about 15 miles from our town, and many of his settings are very familiar to us. So I watch for his stories, each one of which provides a good item. Sometimes I recognize a particular country store or farm or character.

A couple of famous figure skaters have their homes in our town, and when they talk over the radio or break into the movie magazines, I usually mention the fact. Just recently, however, a national columnist wrote that one of our skating

couples had "Reno on the bean-o." That sort of item is meat for her gossip column, but definitely taboo in mine, lest someone be hurt.

**T**HAT brings up this important point. Don't ever step on local toes intentionally. You'll do it inadvertently, of course, when you kid about the couple who won a baby buggy at the fair, and forget how much opposed to gambling their minister is.

Your citizens may need an occasional lambasting, it's true, but don't do it in print. The subsequent bitter feeling isn't worth it.

Variety is an essential. In fact, it may be the secret to your success. I like to use at least ten different items each week and considerably more if I have them.

Once you get your readers contributing items about themselves or their neighbors, stopping you on the street or calling you by phone or writing you notes—then you can be sure you're going over.

It's like an avalanche. A story about farmer Peterson's flock of 500 turkeys will probably bring farmer Jacobson into the office with a story about his 200 geese. That's your cue to promote a friendly rivalry, and if you do it skillfully, you'll hear from a dozen nearby farmers who are raising fowl for the city market, and you'll be certain to have added some faithful readers to the fold.

Once you've begun publishing a column, I dare you to stop it. First, it's so much fun writing that you won't want to stop. Second, your readers won't let you stop. And third, there'll be no point in stopping because once the column is started, the darn thing almost writes itself from week to week!

## Jugged in a Japanese Jail

[Concluded from page 12]

warden. He said, "You must be very high class, as only high-class prisoners are not afraid to enter the gates again." Warden Yachi was so pleased that he sent us back to the Imperial Hotel in his private car, which made good time in the Tokyo traffic with such a noted license plate.

Then we went to Shanghai, China, where Jimmie opened a new I. N. S. and King Feature office. They still want humor in war time. One of the many presents he received was a beautiful silver cigaret case, on which is engraved "To James R. Young from his Chinese friends," an anonymous group of Chinese sympathizers.

While in Japan, the Japanese showered him with presents, their idea of consolation over all the trouble. Altogether about nine independent private commit-

tees were fighting for us—Cornell, Illinois and Johns Hopkins alumni, Rotarians, business men and publisher's groups. One of the most interesting was the *Kokumin* editor. His paper is a rabid Army daily—the editor attended Johns Hopkins and worked on the *Baltimore Sun*. He had been one of our closest friends and worked hard for honorable husband. He sent word "I am working hard on Jimmie's case, but will not see you for fear I cry." Jimmie's views and his did not always agree but they respected each other and had been constantly together for ten years.

We then went back to Japan—believe it or not—to find our old friends the Thought police friendly and wishing us a pleasant trip home with—"When you go United States, please forget jailings and believe all nice Japanese policemen."

## Business Field

[Concluded from page 7]

they are willing to make the sacrifices that are necessary for successful entrance into it.

The business paper demands some varying degree of interest in the particular industry or business which it serves.

Decision to enter the field should be made by the undergraduate enough in advance of his graduation so that he can make some preparation for it and establish worth-while contacts.

The starting pay on established and successful business papers is perhaps 10 to 20 per cent greater than the starting pay for reporters on daily newspapers. The rewards of satisfaction and standing in the profession are equally as great if not greater than on daily newspapers.

The business papers, as are all publications, are in a state of change in the matter of their improvement as economic ventures and in point of service to their readers. Their future seems assured.

The business papers will not take a large number of college graduates each year, because of the nature of their recruiting from industry as well, but the number that they will take depends to some extent upon the number of graduates who prepare for that field. They do want college graduates.

## Freedom

[Concluded from page 9]

newspaper that is always trying to please everybody isn't worth buying, and the editor who spends all his time slapping his readers on the back should be out digging ditches.

In my humble opinion real freedom of the press is the privilege and right of the writer or the editor to express his opinion as backed by his conscience and judgment, be it right or wrong. It is a right guaranteed by the Constitution under which we live, equal to right of free speech and free religious worship. The newspapers of this country, using this right as they see the right are the watch-towers of our liberty.

The United States is one of the few nations of the world today that enjoys a free press. Events of today prove that dictators can't allow a free press for it would destroy them and their power to make slaves of peoples. The freedom of the press is one of the main arteries through which must flow the lifeblood of democracy.

Clog that artery and democracy dies.

ROSS HERSEY (Washington and Lee '40) and EARL J. MILLIGAN (Washington and Lee '38) are handling circulation and reporting, respectively, for the Waynesboro (Va.) *News-Virginian*.

FRANK TREMAINE (Stanford '36) was recently appointed manager of the *United Press* Honolulu bureau.



## • THE BOOK BEAT •

### British Valor!

**THE WOUNDED DON'T CRY**, by Quentin Reynolds. 253 pp. E. P. Dutton & Co., 300 Fourth avenue, New York City. \$2.50.

Some of the best material that has appeared on this second World War has been written—in the opinion of this reviewer and a lot of other folks we know—by Quentin Reynolds for *Collier's* magazine. We've tried not to miss any of his articles—and don't believe we have.

Now he has written a book—a book we want to urge you to read. You won't find a lengthy, learned discussion of events leading up to the conflict, detailed studies of leaders or forecasts as to what sort of a world it's going to be after the shooting's all over.

You will find a book that will take you into the lives of people who have been going through hell—yet able to keep their chins up, determined to take the worst the Hitlerites can dish out and pay it back in kind.

You visit the front lines of the French before those lines wilted in the blitzkrieg blight; a pillbox between the lines; an operating room; you join the flight from Paris; you sail through the channel with a convoy; you look in on a humanity packed subway during a raid and then move to the comparatively comfortable shelters of the expensive hotels where even an exiled Queen sleeps in safety on a cot.

You see and feel the war through the eyes and ears of those who are living through what Reynolds terms "the greatest mass torture any people have ever been asked to endure." And it's the way he tells the story—in an almost conversational style, without any hysteria or effort to "pile it on"—that makes it so effective.

Others have aptly compared the tone of the book to the quiet, low-pitched manner in which Reynolds did the narration that accompanied the semi-news short film, "London Can Take It."

"I learn about England," he observes, "by spending my time at a Royal Air Force mess, spending my time on the beach at Dover with the Army men, spending my time with the local volunteers in places like Seven Oaks in Kent, or a dozen places like it, spending my time in the pubs of rural England. In these places you hear England talking. Twice a week I go to the House of Commons. For the most part you hear politicians talk in these sacrosanct halls. But you don't hear England talk. I hear England talk every day."

Yes, Quentin Reynolds has heard England talking—and splendid reporter that he is, lets you in on what he has heard. You won't forget it!

THE QUILL for February, 1941

### Book Bulletins

**HARBOR OF THE SUN**, The Story of the Port of San Diego, by Max Miller. 320 pp. Illustrated. Doubleday Doran & Co., Inc., New York. \$3.

In this, the second volume in Doubleday Doran's Seaport Series, Max Miller, whose unforgettable "I Cover the Waterfront" started him on a book-writing career, tells the colorful past and present story of San Diego.

It is a happy combination—for Max Miller has no peer when it comes to the waterfront and there are 400 years of battle, excitement and courage to be covered in this chronicle.

The first volume in the Seaport Series was "The Port of Gloucester" by James B. Connolly. The third will be on The Port of Seattle, penned by Archie Binns.

**WITCH HUNT**, The Technique and Profits of Redbaiting, by George Seldes. 300 pp. Modern Age Books, New York. \$2.50.

George Seldes, whose nine other widely read books include "You Can't Print That!" "You Can't Do That," "Lords of the Press," "Freedom of the Press" and "The Truth Behind the News," says of his latest work:

This book concerns itself chiefly with the baiting of men, organizations and ideas; the use of the word red as a weapon; and the bloodshed, terrorism, and profits which may result from name-calling.

Case histories of examples of redbaiting are presented along with individuals and organizations held responsible for such tactics.

**THE AMERICAN AGRICULTURAL PRESS, 1819-1860**, by Albert Lowther Demaree. 430 pp. Illustrated. The Columbia University Press, New York. \$4.

In this volume, a significant start is made in the study of an important and hitherto neglected field of American journalism—the agricultural press. Dr. Demaree, of Dartmouth College, treats of the history of farm journalism during the antebellum period.

The first part of the volume treats of the pioneer American farm journal and the farm press of the period as a whole. Part Two consists of 28 selected articles and Part Three is devoted to brief histories of 16 important and representative agricultural journals.

(Editor's Note: Book Bulletins are not intended as formal reviews, rather as highlights of new books of, by, or of particular interest to newspaper people.)

### Business Bynliners

**CAREERS ON BUSINESS PAPERS**, by Benn Hall. New York: Duell, Sloan & Pearce, Inc. \$2.50.

Touching on a field of journalism that has received scant attention in the past in classrooms or in the popular press, Benn Hall very ably answers the many questions that may rise in the minds of journalistically inclined persons when business or trade publications are mentioned. "Careers on Business Papers" offers a comprehensive survey of the 2,000 business journals in the United States, employing some 25,000 men and women in their editorial and business departments.

Standing by itself in the field, this practical, pioneering book gives numerous facts that may help the beginner to land an interesting, lucrative job, the experienced employee to further his career, or the free lance to profit from fresh,

original tips and angles. The business paper publishing industry is broken down to reveal its many aspects and a portion of the book is devoted to practical letters written by experts and active practitioners in the field.

Some of the questions that the author answers includes: The business paper as a career, types of business papers, the relationship between departments, opportunities on business papers, how to get a job on a business paper, and how to get ahead on a business paper.

Mr. Hall, associate editor of *Radio Daily*, formerly associate editor of *The Billboard*, has written for many types of business publications and has worked on the staff of the *New York Times*. In preparing this guide to careers on business papers he had the close co-operation of leaders of the industry, including the top-flight executives of the McGraw-Hill Publishing Company.

To students of journalism now in college this book should be of particular interest because with each year more and more journalism graduates are finding lucrative employment on business journals, and facts, techniques, opportunities, and salaries in one of the most rewarding fields of journalism are stressed by Mr. Hall.—M. TYUS BUTLER, Henry W. Grady School of Journalism, University of Georgia.

### Books and Authors

Henry J. Allen, former United States Senator from Kansas and long active in the publishing field in that state, is the author of "Venezuela," published by Doubleday, Doran & Co.

James R. Young, for years Far Eastern correspondent for *International News Service*, is completing a book for Doubleday, Doran. His working title is "Misadventure in Asia."

"The Modern Newspaper," the new book on newspaper makeup by John E. Allen (Washington and Lee Professional), editor of the *Linotype News*, has gone into its second printing, according to an announcement by Harper & Brothers, publishers.

"The Modern Newspaper" is a sequel to Mr. Allen's book entitled "Newspaper Makeup," which quickly became the standard reference book on the subject in thousands of newspaper offices and schools of journalism and is now in its fourth printing.

First college paper on the West coast to run a colored perfumed ad was *El Don*, All-American weekly newspaper published at Santa Ana (Calif.) Junior college. JOHN H. MCCOY (Southern California '30) is adviser of the publication which was also the first in its field to use the ragged head and world-wide news pictures. The full page pine scented advertisement was inserted by a Santa Ana department store at the outset of the Christmas season. The *Minnesota Daily* experimented with perfumed ink last spring as the first in the university field.

## Kiper's Kolumn

By JAMES C. KIPER

Executive Secretary,  
Sigma Delta Chi

**T**HREE veterans of the press were honored Dec. 13 in the world-famed Adventurers' Club, Chicago, at an "Honors" dinner co-sponsored by the Northwestern University undergraduate and Chicago Professional chapters of Sigma Delta Chi.

John L. Meyer (Wisconsin Professional), secretary-treasurer of the Inland Daily Press association, was presented with the fraternity's Wells Memorial Key, awarded him by the fraternity's 1940 Convention because of outstanding service.

Wright A. Patterson, editor emeritus of *Western Newspaper Union*, elected to national honorary membership by the Convention, was inducted by the Northwestern University chapter.

Honor was paid to Robert J. Casey, veteran reporter and foreign correspondent for the *Chicago Daily News*, now in London, when Carl Kesler (Beloit '26), an assistant city editor of the *News*, received for Casey the fraternity's honorable mention citation for distinguished service as a foreign correspondent during 1939.

Dean Kenneth E. Olson, Medill School of Journalism, Northwestern University, presided at the dinner meeting.

In addition to 21 undergraduate members, the Northwestern chapter initiated into professional membership Lloyd Lewis, sports editor, the *Chicago Daily News*, and Herb Graffis, columnist, the *Chicago Daily Times*. Among the undergraduates initiated was Herb Graffis' son, Will H., a graduate student in journalism at Northwestern.

Approximately 100 members attended the dinner, including: Tom H. Keene (Purdue Professional), editor, the *Elkhart (Ind.) Truth* and a past president of the Inland Daily Press association; James R. Young (Indiana Professional), former *International News Service* manager in the Far East; Edward H. Jenison (Wisconsin '30), publisher, the *Paris (Ill.) Beacon*; and David H. Wills, staff correspondent for the London (England) *News Chronicle* and *Evening Star*.

**A**T the close of the meeting, Harold E. Rainville, public relations counsel, was elected president. Frank W. Hicks, *Advertising Age*, was elected vice-president, and Edward D. Harvey, *United Press*, was named as secretary-treasurer, of the Chicago Professional chapter.

Directors named were: Chairman, George A. Brandenburg, *Editor & Publisher*; Edward Cochrane, sports editor, *Chicago Herald and American*; Stewart Owen, *Chicago Tribune*; John E. Dreiske, *Chicago Daily Times*; Carl Kesler, *Chicago Daily News*; Victor Hackler, manager, *Chicago Associated Press* bureau;

## Become Members of SDX at Michigan State



Four outstanding Michigan newspapermen and five undergraduates were initiated into Sigma Delta Chi, professional journalistic fraternity, recently by the Michigan State College chapter at East Lansing. Pictured here are the four new professional members, left to right: Orin W. Kaye, Jr., foreign commentator of the *Lansing State Journal*; Floyd Miller, publisher of the *Royal Oak Tribune* and immediate past president of the Michigan Press Association; Nelson Brown, editor, the *Ingham County News*, and Vernon J. Brown (Nelson's father), auditor general of Michigan and publisher of the *Ingham County News*. Undergraduates initiated were: Kenneth Lee Kuhn, Larry Hardy, Herbert J. Olson, Thomas N. Greene, Joe Simek, Jr., and Robert Dawson.

Thomas Curran, regional manager, *United Press*; George Gallatti, *International News Service*; Lawrence J. Holmberg, J. Sterling Getchell agency; John Canning, Jr., Standard Oil Company of Indiana public relations department; and Paul B. Nelson, editor and publisher, the *Scholastic Editor*.

### SDX Shorts

**CHAMPAIGN, ILL.**—Testimonial dinner, Feb. 11, in honor of Prof. O. C. Leiter for long service to the University of Illinois chapter as faculty adviser. Initiation of undergraduate members.

**DALLAS**—Public lecture, Feb. 12, McFarlin Auditorium, Southern Methodist University, 8:00 p. m., sponsored by Dallas Professional chapter. James R. Young (Indiana Professional), former *Inter-*

*national News Service* correspondent in Far East, speaker.

**IOWA CITY**—Traditional WAYZEGOOSE banquet, Feb. 18, co-sponsored by University of Iowa chapter, with James R. Young, former *INS* Far Eastern correspondent, as speaker. Initiation of six professional members and one undergraduate preceded banquet. Professionals: Ted M. Metzger, manager, *Associated Press*, Des Moines; Clarence Johnston, managing editor, Ottumwa (Ia.) *Courier*; J. Lewis Papes, publisher, Marion (Ia.) *Sentinel*; C. A. Doxsee, publisher, Monticello (Ia.) *Express*; James W. McCutcheon, editor, Mt. Vernon (Ia.) *Hawkeye-Record*; and G. W. Aasgaard, editor, Lake Mills (Ia.) *Graphic*. Undergraduate: Dale Boyd of Pocahontas, Ia. Mac Showers, managing editor, *Daily Iowan*, is chapter president.

## National Officers of SDX Honored at SMU



Past and present national officers of Sigma Delta Chi, professional journalistic fraternity, were honored recently by the Southern Methodist University chapter in Dallas. Two undergraduates and three professional newspapermen were initiated at the meeting. Past and present officers and the initiates are shown in this picture. Seated, left to right, Wayne Gard, of the *Dallas News*, former national counselor; Walter R. Humphrey, of the *Temple (Texas) Telegram*, former national president; G. B. Dealey, of the *Dallas News*, honorary national president; Clifton Blackmon, of the *Southwest Insurer*, national counselor. Standing (initiates), Bill Crook, S.M.U. undergraduate; W. H. Bradfield, publisher of the *Gariand News*; Leonard Herron, information director of FSA in Dallas; Charles Aber, S.M.U. undergraduate; G. A. Smith, editor of the *Caldwell News*; and G. Byron Winstead, publicity director of Texas A. & M. College.



# WHO · WHAT · WHERE

**RICHARD NEUBERGER** (Oregon Professional), who has been acclaimed as one of the Northwest's most promising young journalists, is a special writer for the *Portland Oregonian*. His book, "Our Promised Land," dealing with the Pacific Northwest was published in 1938. He has written for some of the nation's leading magazines and newspapers, including *Collier's*, the *New Republic*, and the *New York Times*. He was elected to the state legislature from Multnomah County last fall. Neuberger attended the University of Oregon for three years. He was editor of the *Oregon Daily Emerald*, University of Oregon student publication, in 1932. He brought the All-American Honor rating to the *Emerald* for the first time in the history of the paper.

**E. L. CALLIHAN** is the new head of the department of journalism at Drake University, Des Moines, Iowa. Emery H. Ruby, former head, is now with the Research Department of *Time* magazine.

Callihan went to Drake from Fort Worth, Texas, where he served for seven years as publicity director and journalism instructor in the city schools. In addition to serving 13 years in the teaching field, he has worked on newspapers in Dallas and Sherman, Texas, free-lanced and handled publicity for Austin College, at Sherman. He obtained his Master of Science in Journalism degree from Northwestern University in 1939 and holds a Bachelor of Journalism degree from the University of Texas.

**KENNETH TOLER** (Louisiana), has been elected Commander of the White Province of the Kappa Alpha (S) Order, which embraces Louisiana and Mississippi. Mr. Toler is chief of the Jackson, Miss., bureau of the *Memphis Commercial Appeal*.

**TED MONTGOMERY** (Oregon '32), editor and publisher of the *Oakesdale (Wash.) Tribune* for the past six and one-half years, is instructor in journalism and superintendent of the Washington State College print shop. Montgomery replaces T. J. O'DAY (Washington State Professional), who resigned after 26 years of service. **GLENN HARMON**, president of the Washington State chapter of Sigma Delta Chi, has been appointed editor of the *Oakesdale Tribune*.

A son was born September 15 to Mr. and Mrs. John W. Knight, and named John W., Jr. Mr. Knight (Illinois '38) is assistant editor of *Packaging Parade* and *Shears*, published by the Haywood Publishing Company, Chicago.

## Founders' Day

April 17

**Chapters:** Begin now to make plans for your Founders' Day meetings in observance of the 32nd anniversary of Sigma Delta Chi's founding. Mailing lists and other aids are available through National Headquarters.

## Wins Knopf Fellowship



Mitchell V. Charnley

Prof. Charnley, of the School of Journalism at the University of Minnesota, an associate editor of *THE QUILL*, associate editor of the *Journalism Quarterly* and a past national officer of Sigma Delta Chi, professional journalistic fraternity, is one of the three winners of the Alfred A. Knopf Literary Fellowships for 1941. He receives the fellowship in biography.

The other recipients are Mrs. Berenice DuRae Thorpe, Seattle housewife and teaching fellow at the University of Washington, the fellowship in fiction, and Prof. W. E. Binkley, of Ohio Northern University, in history.

Prof. Charnley is at work on the first full-length biography of Thurlow Weed, friend of Lincoln, Seward, and Greeley, who in his own time was called "the President-maker" and "the American Warwick." Weed was a York State boy, a journeyman printer who rose to great power as newspaper editor and politician. For 30-odd years Weed was editor of the *Albany Evening Journal*.

Prof. Charnley has been gathering material for this biography in sporadic fashion for six years. Now, with the \$1,200 Fellowship grant and a sabbatical leave, he expects to devote his whole time to it.

Prof. Charnley is a native of Goshen, Ind., where he was born in 1898. He was graduated from Williams College in 1919, and took a journalism degree at the University of Washington two years later. He then went into newspaper work, serving papers in Honolulu, Walla Walla, and Detroit for several years. He was later on the editorial staff of the *American Boy* for five years, and has likewise done some free-lance writing. In 1930 he joined the journalism staff of the University of Iowa, going in 1934 to Minnesota, where he is now Professor of Journalism. He is the author of many book reviews, magazine pieces, and stories for boys, as well as five books addressed to younger readers, and a text in magazine writing.

## Going Into Training?

Wherever you go, whatever you do, The *QUILL* will follow you—IF you keep the circulation department informed.

If you are going into military training for Uncle Sam, changing jobs, moving to the next state or street, make sure you promptly notify—

## The QUILL

35 East Wacker Drive Chicago, Ill.

**STANLEY S. BEAUBAIRE** (Stanford '35), with an associate, has purchased the Hanford (Calif.) *Journal and Evening Sentinel*. **JULIUS JACOBS** (Stanford '35) has been appointed managing editor of the *Journal*.

## 30

**C. E. VAN VALER** (Indiana Professional), 56, publisher and co-owner of the *Gas City (Ind.) Journal*, died Jan. 22 after suffering a heart attack. From 1928 to 1935 Van Valer was superintendent of the Indiana University Press, and served from 1927 until his death as secretary of the Indiana Weekly Press Association. He also was a director of the Hoosier State Press Association and of the Indiana Republican Editorial Association.

**JAMES A. DONAN** (DePauw '17), 45, advertising and sales promotion manager for the Standard Oil Company of New Jersey since 1929, died in a New York hospital Feb. 4 of a heart attack. A native of St. Louis, Mo., Donan served 23 months with the U. S. Naval Transport Service during the World War following his graduation from DePauw University. In addition to handling advertising for the Standard Oil Company of New Jersey, Donan in 1932 took over advertising for the Standard Oil Company of Pennsylvania and a year later that of the Standard Oil Company of Louisiana and the Colonial Beacon Oil Company. Before joining Standard Oil in 1920, Donan was general representative in the southwest for the *Oil Trade Journal*.

**FRANK BEATLE** (Grinnell '34), assistant city editor, Des Moines (Ia.) *Tribune*, was killed Sept. 22 in an auto accident in Des Moines. He was thrown through the windshield. Beatle joined the *Tribune* staff in 1935 as a copyreader and became the assistant city editor in 1937.



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## To the Muckrakers!

**D**ESERVED tribute has been paid in these columns from time to time to individuals and to groups of newspapermen who have made, through their work, invaluable contributions to the annals of journalism and of Democracy.

Such tributes have been paid to the foreign correspondents, to the science writers, to the Washington correspondents, to the leg men who assemble the fundamental facts upon which the journalistic structure is based, and others.

This month we'd like to pay tribute to another group of newspapermen—to those who have and are specializing in muckraking, so called—to those who are delving into the mire of municipal, state and national affairs to expose the rotten conditions undermining the faith of a people in Democracy itself.

Through the labors of these men—who bore beneath social and political veneer to lay bare the graft, bribery, corruption, the dishonesty, the patronage and privilege, the policy of pelf and plunder existing in government—conditions are being steadily improved.

**T**HE men who perform this service for the newspapers and the public with few exceptions, did not choose to specialize in this field of journalism. It fell to their lot to get such assignments, and, getting them, they tackled the tasks with the thoroughness they would tackle any other journalistic jobs.

Muckraking is not an easy task. It means long hours, weary hours, of searching through records for pieces of information that, when properly fitted together, emerge from a jig-saw puzzle into a damning, convicting picture of dishonesty, of betrayal of public post.

Muckraking often, in fact, usually, means personal attacks, abuse, vilification and perhaps even personal danger for those engaged in trying to track down the evildoer.

Despite this, however, you'll find newspapermen throughout the land—in New York, in New Orleans, in Kansas City, in Detroit, and countless other cities large and small—who today are steadily searching for the facts that will enable the exposure, removal and conviction of dishonest officials and the blocking of further cases of the same sort.

It isn't enough that individuals or groups of office holders or governmental employees are exposed. Their prosecution must be followed closely, abuses corrected, if the same job is not to be done over and over again.

**N**EWSPAPERS and newspapermen who turn the spotlight upon corruption that is deliberate and upon negligence and incompetence that are unintentional are justifying to a high degree the very existence and continuance of freedom of the press.

Those who not only expose but go on and obtain the needed reforms to prevent recurrence of such corruption, negligence and incompetence do an even greater service.

Yet, it is the very acceptance of this responsibility that has brought upon the press a deliberate campaign to create general public distrust of the newspapers.

Give the people enough examples of newspaper diligence in exposing evildoers in high or low places; give them enough muckraking of the right sort, however, and they will be able to weigh the newspapers against those who accuse and would hobble the press.

So we salute the muckrakers—the S. Burton Heaths, the Meigs Frosts and others of their stature and ability—who are serving journalism and Democracy so well by exposing the sore spots that threaten the well-being of a great nation and a great people.

# AS WE VIEW IT

## Iron Lungs for Life

**F**OLLOWING the holding of the annual President's Birthday Balls to raise funds to combat infantile paralysis, we want to suggest again that the newspapers of the country, both large and small, undertake campaigns to provide their communities with one or more iron lungs.

It will not be many weeks before summer and the dread threat of infantile paralysis again will be here. How many iron lungs are available in your community, your state, if an epidemic should

strike your community?

In Michigan, last summer, all sorts of make-shift artificial lungs were pressed into service when a serious polio epidemic struck the Upper Peninsula. Perhaps your community will be in the same situation next year.

A number of papers have undertaken in the past to raise funds among their readers for the purchase and maintenance of iron lungs in their areas. **THE QUILL** has endeavored to record such campaigns from time to time as a suggestion and inspiration for similar campaigns by other papers.

We hope to be able to record many such campaigns in the weeks and months ahead. We'll be glad to hear from any paper undertaking such a campaign and to note its results. We believe you'll go a long way to find a more worth-while, more popular campaign, with your readers.

## It's a Good Idea, Ambassador!

**T**HERE'S plenty of merit in the plan advanced by Claude G. Bowers, United States Ambassador to Chile, by which a number of Chilean newspapermen are to be employed for a period of two months by leading newspapers of this country.

The newspapers cooperating in the plan are the Los Angeles Times, the New York Times, the Washington Post, the Washington Evening Star, the Boston Globe, the Philadelphia Bulletin and the Detroit News.

Mr. Bowers, a newspaperman himself, had observed that Chileans of his acquaintance who had visited the United States uniformly returned with a cordial regard for this country, no matter what their previous views had been. If such visitors could be newspapermen, he reasoned, what they learned of its peaceable, well-intentioned and non-imperialistic people might be transmitted to the whole reading public of Chile.

We'd like to see the idea extended to other countries of Central and South America, notably to Argentina, Brazil and Mexico. Not only should newspapermen from those countries have the opportunity of visiting and working in the United States but it also might be a good idea for the papers of the United States to send their men southward to live and work among the people of the other Americas that we might know more of them.

*"The administration of government has become more complex. The opportunities for malfeasance and corruption have multiplied. Crime has grown to most serious proportions. And the danger of its protection by unfaithful officials and of the impairment of the fundamental security of life and property by criminal alliances and official neglect, emphasize the primary need of a vigilant and courageous press, especially in great cities. The fact that the liberty of the press may be abused by miscreant purveyors of scandal does not make any the less necessary the immunity of the press from previous restraint in dealing with official misconduct."*—CHARLES EVANS HUGHES.



## AT DEADLINE

[Concluded from page 2]

legislative action and that Congressional deliberation, hearings, and debate be abandoned. Sound judgment will always be needed. My contention would be that the more authentic information available, the more likely judgment is to be sound. Polls serve to supply needed information. It is unnecessary to assume that this is always to the best possible public interest, but there are abundant instances, as indicated by governmental officials and Congressmen alike, where polls have served a valuable function.

It is recognized that scientifically conducted polls, insofar as they may be harkened to at all, do indicate a slight shift toward direct democracy; but the fact that they are given weight sometimes and not at other times, suggests that the "original" republicanism of Mr. Capers' liking is in no way endangered. On the contrary, I would say it is augmented, more strongly implemented—a step toward more effective, functional democracy.

I do object to the reference of the scientifically derived public opinion sampling as the "mob." Like nothing else in public affairs, the sampling represents every class, every level. If we, after exposure to the greatest variety of news facts available to any people presented by a free press, do not then have ideas and judgments which able but free-thinking Congressmen would want to consider, then let us entrust our destinies blindly to a busy Congress. Sometimes expansion of deliberation is wise; sometimes centralization and concentration, as in the present emergency; hence I do not see necessity for any rigid, 18th Century conception of democracy.

I cannot follow Mr. Capers' facile analogies to Athens and Moscow and France. America in 1941 is not the simple Athenian state, nor is there any parallel here with the poorly informed "mobs" of the French Revolution, nor even with the pre-1939 France. Our modern facilities of radio and press, making full information available to an alert and literate public, now make it feasible to bring about a close, continuous co-ordination of government, legislature, press, and people. No nation is apt to fall by adapting its old forms slightly to permit effective democratic participation within the old framework.

Very truly yours,  
NORMAN C. MEIER.

IT looks as if we had the making of a first class debate here on democracy, present-day developments in Washington, etc., etc., for which, unfortunately, we simply do not have the unlimited space that would be required.

But we do want to bring this additional comment from a third party—the third party being C. Ellington, editor and publisher of *Chehalis*, Wash. His remarks follow:

TO THE EDITOR:

In my opinion, the letter by Mr.

THE QUILL for February, 1941

Capers should be given as wide circulation by the newspapers of the land as possible. Mr. Capers struck at the very foundation of much of our national trouble, if any, and in my opinion the newspapers of the country are derelict if they refuse or fail to continue to emphasize the fundamentals of our form of government as Mr. Capers so ably and clearly outlined them.

The people of this country, including editors, I think have used the word "democracy" quite loosely, and in these days of group pressure, political appeal by self-seeking leaders, and lack of logical thinking by so large a percentage of our mass of population, the result is not healthful. No doubt our writers and speakers have been in the main sincere and honest, but after all, as Mr. Capers points out so clearly, there are certain fundamentals of our form of government that need to be eternally kept before us, lest we forget the groundwork that made this country great, and gave each of us a chance to be something else than mere "people."

Considering the changes we are going through as a nation at this time, the new concepts of government that have crept into our system of government, and the apparent certainty that we face a future filled with something of foreboding, and certainly a future filled with national problems which will tax to the utmost the best thought in our land to solve, our people need to be brought to a more complete understanding and familiarity in every way with the real government we have been enjoying, if we are to continue to enjoy it.

I wish our newspapers all over the country would follow the general lead Mr. Capers has given, even though at times it may prove somewhat unpopular to advocate fundamentals that experience and history have proven worth while. We cannot by legal decree, or loose thinking, blithely set aside those deep-rooted fundamentals that have over and over again proven their necessity if we are to survive as a free and independent people. There is no logical reason why we as a nation can not, under adherence to those fundamentals, provide all the changeful procedure necessary under the rapidly changing conditions under which we live—and still maintain our national system that has proven so valuable to our citizens.

THE QUILL is doing a good job in bringing such letters to the younger journalists of the country, who represent a generation that needs to hear more about our national fundamentals.

Sincerely,  
C. ELLINGTON.

LET'S turn now to a bit of roaming 'round the rims of the copydesks—to devote a few lines to headlines.

Malcolm McGlasson, city editor, of the *Ocala* (Fla.) *Banner* sends a flock of lively ones, all clipped from the *Banner* and all concocted by Harris Powers, editor of the paper. Most of them are 8-col. lines from the front page, such as:

Adolf Fuehrrious at US  
Tough Triplets Slap U. S.

Japan Joins  
Axis in New  
Alliance

Benito's Blitz Backfires  
Greeks Have Word For It  
Yeah Man! It's  
"Victory"

Then a couple from the sport page:

Tom's Terrors Topple Tech  
Fumble-itis Flunks Florida

This one over the story of the movie player who strip-picketed her studio:

Greta—She Strips to Conquer

And one more from the war zones:

Quick, Henry, the Fleet!  
Medfleet Attacks Bugbug

Then we have this one, thanks to Bob Schutt, assistant editor of *The Local Agent*, St. Louis, Mo., who found it in the *Memphis Commercial-Appeal* over a photo and story about those trick calendars for barber shops which the American Airlines brought out this year:

yaW rehtO ehT siht daeR oT ysaE s'tl

GEORGE L. CAREY (Kansas '26), publisher of the *Clinton* (Ind.) *Daily Clintonian* since 1936, recently purchased the *Hoosier State*, published at Newport, Ind., and one of the oldest newspapers in western Indiana.

## Now!

Jobs are opening up!

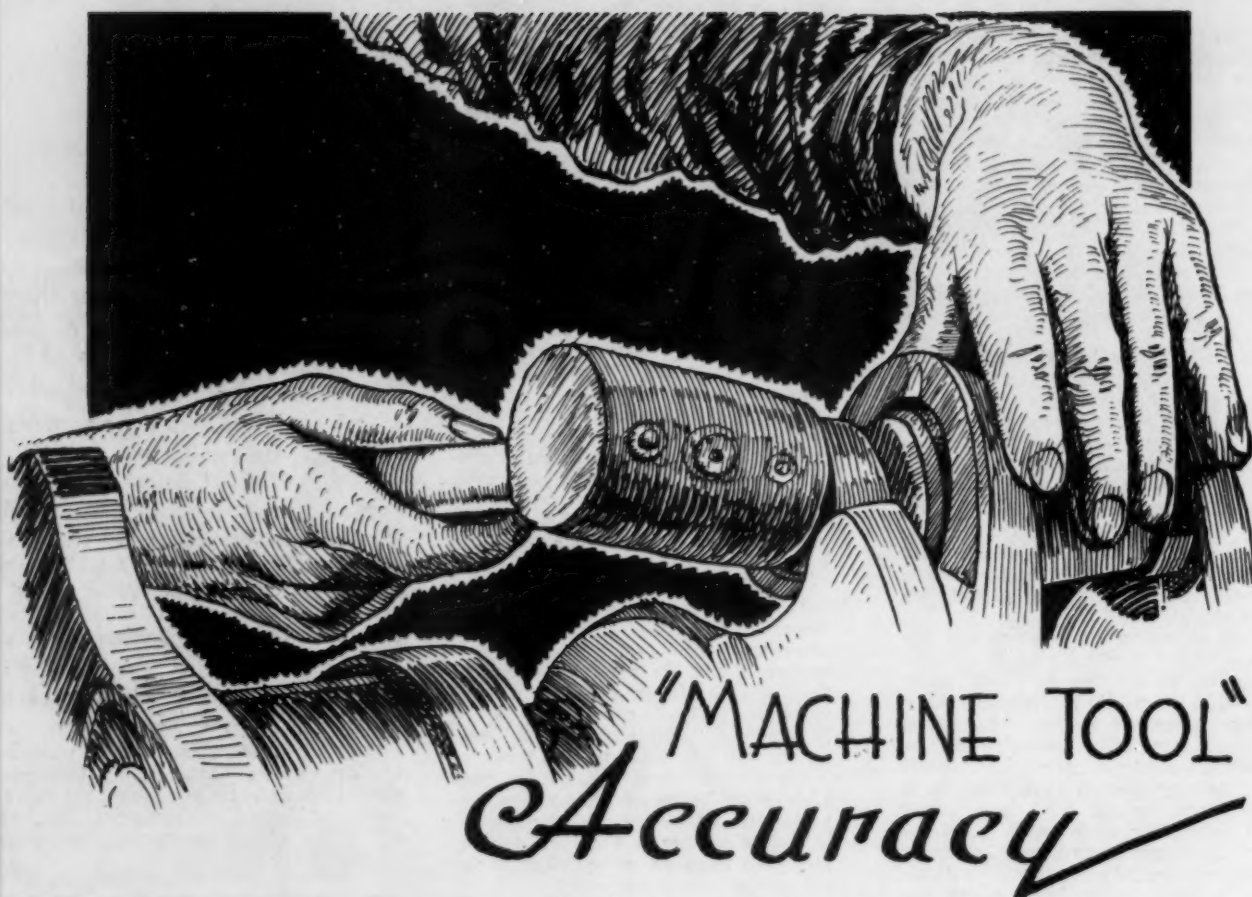
During the past two months the Personnel Bureau has been receiving an increasing number of calls for men. Replacements because of selective military training, and new jobs.

**Registrants**—Keep the Bureau informed at all times of your status. Keep your records up to date! Especially registrants with from one to five years of experience.

If you haven't notified the Bureau of a change in employment, do it TODAY!

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